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May 21, 2007

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Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450 Art Unit 3728

Attn: Mail Stop Amendment

Re:

U.S. Utility Patent Application

Application No. 10/696,555; Filed: October 30, 2003

For: Sole for Increased Circulation

Inventor: Ian Burgess

Our Ref: 2073.0120000/DRB

Sir:

Transmitted herewith for appropriate action is the following document:

1. Amendment and Reply Under 37 C.F.R. § 1.111.

The above-listed document is filed electronically through EFS-Web.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

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DRB/lna Enclosures

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Confirmation No.: 5931

Ian Burgess

Art Unit: 3728

Appl. No.: 10/696,555

Examiner: Patterson, Marie D.

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For: Sole for Increased Circulation

Amendment and Reply Under 37 C.F.R. § 1.111

Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

Sir:

In reply to the Office Action dated February 20, 2007, Applicant submits the following Amendment and Remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks and Arguments begin on page 8 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 19-0036.